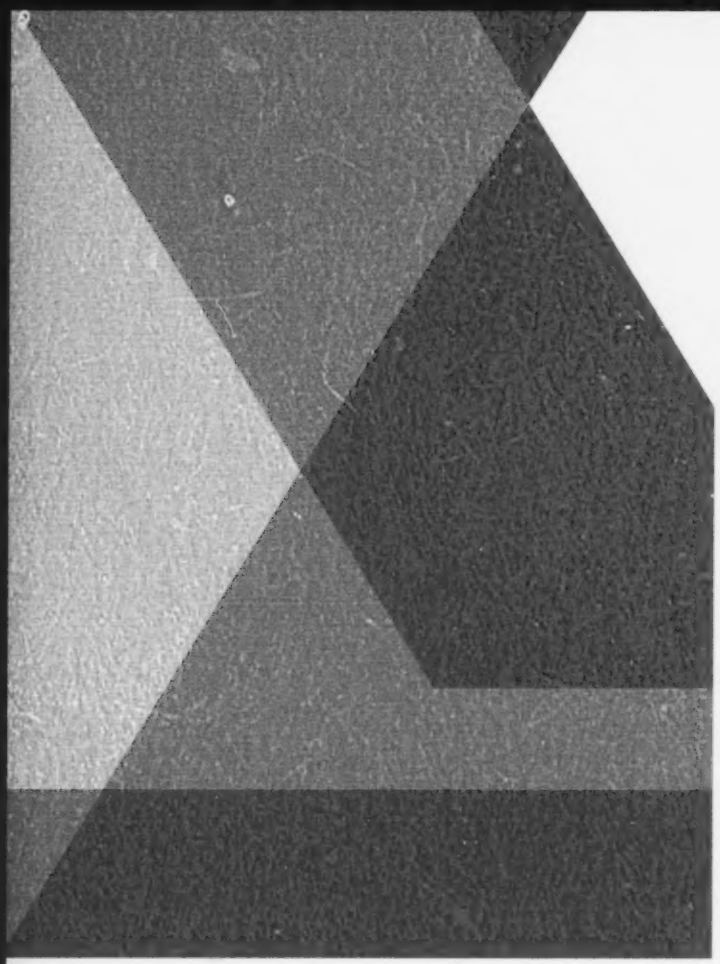

Business Plan

2018–19

Department of Communities, Culture and Heritage

NOVA SCOTIA

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Budget 2018–19: Business Plan
March 2018

ISBN: 978-1-55457-821-4

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Message from the Minister

I am pleased to present the 2018-19 Business Plan for the Department of Communities, Culture and Heritage and the Offices of African Nova Scotian Affairs, Gaelic Affairs, and Acadian Affairs and Francophonie.

2017 was another exciting and successful year for us as we launched, and began to implement, Nova Scotia's Culture Action Plan: Creativity and Community. One year later, I am proud to say we have made significant progress in implementing many of the Plan's actions. For example:

- we launched the *Small Business ACCESS-Ability* program and increased funding to the *Community ACCESS-Ability* program – both of which help to ensure we better meet the needs of persons with disabilities, and make our communities more inclusive and welcoming.
- we announced the $1.5 million Culture Innovation Fund that is investing in initiatives and projects that use culture in new and innovative ways to address social, physical, human, and economic issues and opportunities.
- and we remain committed to partnering with our creative industries to grow their export capacity and create sustainable economic growth for Nova Scotia.

In the coming year, we will continue this important work. We will begin work to modernize the *Multiculturalism Act*. We will continue to address systemic racism and implement an action plan for the United Nations Decade for People of African Descent. We will continue our work to create strong, healthy, inclusive empowered and vibrant communities, and to ensure Nova Scotians have access to sport and recreation opportunities, as well as enhanced community transportation services. We will ensure our community libraries have a sustainable future that best meets the needs of Nova Scotians. We will remain a strong steward of our province's rich and diverse heritage and culture. We will make Nova Scotia a recognized leader as a place where cultural identity, expression and economy prosper - a place where all people honour and embrace diversity and heritage, and thrive by leveraging our creative strengths.

Our mandate and work is fundamentally about investing in the people of Nova Scotia. Each year, we make a direct investment of about $57 million in the people and communities of Nova Scotia. This not only helps to build strong, vibrant, inclusive and healthy communities – it creates jobs and strengthens our provincial economy.

In closing, I want to acknowledge the staff who work hard to deliver programs and support to our communities and organizations throughout our province. I am proud to be Minister of this department. I look forward to seeing the results of this year's dedication, passion and hard work.

Original signed by

Hon. Leo A. Glavine
Minister

Mandate, Vision, Mission

Mandate

The Department of Communities, Culture and Heritage is responsible for contributing to the well-being and prosperity of Nova Scotia's diverse and creative communities through the promotion, development, preservation and celebration of our culture, heritage, identity and languages, and by providing leadership, expertise and innovation to our stakeholders.

Vision

Nova Scotia is an acknowledged leader in Canada as a place where cultural identity, expression, and economy prosper. A place where all people honour and embrace diversity and heritage, and thrive through unbridled creativity and community cohesion.

Mission

The Department of Communities, Culture and Heritage supports our internal and external stakeholders and communities with best practice services, programs and policies that preserve and provide access to Nova Scotia's life-long learning, culture, heritage, identity and languages.

2018-19 Initiatives

Nova Scotia's first comprehensive Culture Action Plan: Creativity and Community was launched February 2017, and includes 60 specific actions addressing six broad themes. These actions have been woven into the business plans of many departments, and continues to lead the work of Communities, Culture and Heritage.

We know from our research that culture and sport's contribution both from an economic and social perspective is significant. Statistics Canada tells us that in 2016, culture and sport sectors contributed $1.03 billion to our provincial GDP and provided 16,479 jobs in the province. Also in 2016, research indicates that 80% of Nova Scotians feel that culture helps create community identity.

Our business plan aligns our activities, resources and efforts to the six themes and we continue to focus on opportunities for collaboration and partnerships in and outside of government to deliver on the important initiatives in the Culture Action Plan.

Theme 1 – Promote Mi'kmaw Culture

We acknowledge and embrace the significance of Mi'kmaw culture within Nova Scotia and the promotion and preservation of this culture is a priority for CCH. Through our programming and specific initiatives, we will encourage and provide opportunities for Mi'kmaw culture to thrive.

Examples of specific initiatives being undertaken include:

- Acknowledge and support Mi'kmaw interpretation and ownerships of Mi'kmaw culture – enabling Mi'kmaq telling Mi'kmaw stories.

- Staffing a new Mi'kmaw Cultural Liaison position within Communities, Culture and Heritage to facilitate the connections of Mi'kmaw artists, crafters, creators and organizations with government programs, services and opportunities.

- Enhance opportunities for Mi'kmaq cultural expression through collaboration and support of crafts, powwows and mawiomi'l, arts, feasts, sporting events and other cultural activities.

Theme 2 – Promote Creativity and Innovation

Culture helps drive successful economies and communities. Creativity and innovation is key to supporting diverse cultural enterprises.

Examples of specific initiatives being undertaken include:

- The Culture Innovation Fund was developed to support the creativity of our artists, creators, producers, libraries, museums and communities engaging in and expressing culture in new ways. Work will continue to promote this fund and the investments it can provide.
- Work within CCH and with culture organizations to review funding programs to ensure they are as effective and transparent as possible.
- Work with community organizations to support the not-for-profit and voluntary sectors recognizing the essential role of volunteers in community and culture activities through the development of a Volunteerism Action Plan.

Theme 3 – Strengthen Education, Partnerships and Understanding

The actions within this theme focus on education and partnerships to build a keen appreciation for culture and an eye for economic opportunities in the culture sector. Initiatives focus on exposing our children to culture and creative expression in our schools, supporting Department of Education and Early Childhood Development's success in promoting and instilling innovative arts and culture education in the school system. Additionally, education initiatives for our culture and creative workers need to be supported to help expand their success. Examples of initiatives include:

- Continue collaboration with Nova Scotia publishers and the Department of Education and Early Childhood Development to promote Nova Scotia content in teaching resources.
- Working with Mi'kmaw Kina'matnewey to further implementation of Treaty Education initiatives to support culture-based learning initiatives for students, public servants and the public.

Theme 4 – Advance Cultural Diversity

Diverse beliefs, cultures and experiences strengthen a modern society and build understanding, empathy and creativity. Such qualities also contribute to building a stronger economy where different points of view and experiences can create new opportunities. Action taken under this theme will help build a more inclusive, welcoming and equitable province for new and prospective Nova Scotians, aboriginals, African Nova Scotians, LGBTQI communities, women and other diverse groups. Examples of initiatives to be undertaken include:

- Working to address systemic racism across government and organizations in partnership with our diverse communities. This work will involve community engagement and a new position being created within CCH to coordinate this work.

- Support the capacity of organizations to mentor communities and leverage strengths across the province.

- Update the province's Multiculturalism Act of 1989 to better reflect and support the Nova Scotia of today and tomorrow.

- Advance work to address the land title issue in five of the 13 Land Title Clarification Areas created pursuant to the Land Titles Clarification Act (LTCA); North Preston, East Preston, and Cherry Brook in Halifax Regional Municipality and Lincolnville and Sunnyville in Guysborough County. CCH is working with Department of Natural Resources, Department of Justice, Service Nova Scotia and Municipal Affairs to assist residents in gaining clear legal title to their land. In addition, government is partnering with Nova Scotia Legal Aid to handle legal work and seeking input from the five communities as this program moves ahead.

- Administer the Small Business ACCESS-Ability and Community ACCESS-Ability programs, working towards making Nova Scotia's businesses, workplaces and community facilities more accessible and equitable for all.

- Continue to strengthen the province's Gaelic Affairs, African Nova Scotian Affairs and Acadian Affairs and Francophonie offices.

Theme 5 – Excellence in Cultural Stewardship

Culture plays a major role in our social and individual lives, shaping community identity, building pride of place, connecting us to our natural surroundings, and bringing together people from different backgrounds. Initiatives will support and enhance Nova Scotians' commitment to be true stewards of the province's cultural and natural worlds. Examples include:

- Work with community partners to implement the Shared Recreation Strategy to foster active healthy living and increase inclusion and access to recreation for all Nova Scotians.

- Work on the development of a Trails Strategy for Nova Scotia, aligning with growing use of trails.

- Seek community partnerships that help the Nova Scotia Archives share Nova Scotia's diverse documentary heritage.

- Continue to work with stakeholders to promote and increase awareness of Nova Scotia's rich built heritage and its value to our province and identity.

Theme 6 – Drive awareness and economic growth of the culture sector

Culture and sport contributed $1.03 billion to our provincial GDP in 2016 and accounts for 16,479 jobs. Actions will be taken to support the sector in developing more entrepreneurs, while encouraging innovation and creativity. Initiatives focus on investing, promoting, marketing and collaborating to grow enterprises in the creative culture sector. Examples include:

- Continue working on the development of an Events Strategy to support a strategic, government-wide approach to the development, attraction and funding of events. This approach ensures events are properly funded and deliver measurable results and return on investment.

- Continue advancing collaboration with Screen NS and industry organizations to strengthen the tv and film industry with a focus on developing Nova Scotian film makers, writers, and producers of local content and to encourage diversity and gender parity.

- Continue partnering with creative industries; undertake an evaluation of the Creative Industries Fund to measure return on investment to businesses and not-for-profits exporting globally, targeting specific sectors.

Measurement

CCH currently has two research tools which provide information on the importance of the culture sector, from both an economic and a social perspective, and allow us to monitor changes in the culture and sport sector for Nova Scotia.

The Culture Satellite Account (CSA) and Provincial and Territorial Culture Indicators (PTCI), are developed and maintained by experts at Statistics Canada, and backed by the culture and sport sector expertise of Canadian Heritage and its partners. The CSA is the result of collaboration between the Federal-Provincial-Territorial Table, Canadian Heritage and Statistics Canada The CSA and PTCI, use an accounting framework developed to measure the economic importance of culture, the arts, heritage and sport to the Canadian economy. It allows governments, stakeholders, professional organizations, and industries who use statistics to understand and express the value of these sectors relative to the rest of the economy. The CSA and PTCI provide estimates of GDP (Gross Domestic Product), output and jobs in both culture and sports and reveals trends in arts, cultural industries, heritage and sport.

The PTCI showed that culture and sport contributed $1.03 billion to our provincial GDP in 2016 and accounts for 16,479 jobs. Going forward, we will continue to use the CSA and PTCI data to measure the economic importance of the culture and sport sectors.

The Nova Scotia Culture Index (NSCI) was developed to measure the social impacts of culture in the province. It provides data on how a representative sample of Nova Scotians participate in, are aware of, and value culture. The NSCI uses and measures the six primary culture domains found in the Canadian Framework for Culture Statistics (CFCS 2011). From this, the Nova Scotia Culture Survey (NSCS) was constructed to simply measure perceived value of culture in the broader sense. A second iteration of the NSCS was launched in 2018, again to measure perceived value of culture, but also participation in the culture sector. The NSCS will allow the province to measure the important social impacts the culture sector has in the province.

Insights from this research will support the Culture Action Plan and government's future policies and program directions. As the Culture Action Plan is implemented, data from the research tools noted above will be used to help benchmark and monitor progress. In addition, outcomes, measures and evaluation tools will be identified and established for specific actions as they are implemented.

ACADIAN AFFAIRS AND FRANCOPHONIE

Overview and Mandate

The Office of Acadian Affairs and Francophonie works with government departments, agencies, offices and Crown corporations, to assist in the delivery of services in French. In addition to enabling the delivery of French-language services, the Office of Acadian Affairs and Francophonie promotes Acadian and francophone culture and heritage, celebrates accomplishments and supports community initiatives and projects, as well as maintains ongoing dialogue with the Acadian and francophone community, other provincial and territorial governments and the Government of Canada.

Key Initiatives and Priorities for 2018-19

1. **Support the development, planning, and delivery of French-language services to the public.** Provide funding and advice to help increase the prevalence and awareness of French-language services through active offer, communications, printed and electronic materials, and by increasing the capacity of the public service to offer services in French.

2. **Community consultation, engagement and outreach.** Encourage the participation of the Acadian and Francophone community in the development of government policies with a view to improving the delivery of services in French.

3. **Support cultural projects in the Acadian and francophone community.**

4. **Francophone immigration.** Assist the Nova Scotia Office of Immigration in attracting more French-speaking immigrants to the province.

5. **Québec–Nova Scotia Agreement for Cooperation and Exchange.** Promote and support French-language exchanges and cooperative activities between community organizations in Nova Scotia and Québec.

In 2018-19 evaluation tools specific to the work of Acadian Affairs and Francophonie will be developed. These tools, while supported by existing data in the Culture Satellite Account (CSA) and the Culture Index, will establish outcomes and measures specific to the work of Acadian Affairs and Francophonie.

African Nova Scotian Affairs

Overview and Mandate

African Nova Scotian Affairs (ANSA) works with government departments and the African Nova Scotian community to enhance understanding and assist in the delivery of services that meet the unique needs of African Nova Scotians. It is the connecting point to the community, promoting African Nova Scotian priorities while contributing to government decision-making. ANSA facilitates positive change on behalf of African Nova Scotians. It also works in partnership with departments, agencies and other organizations to develop solutions that support the ongoing well-being of African Nova Scotians.

Key Initiatives and Priorities for 2018-19

ANSA will continue to strengthen and develop partnerships, lead and collaborate with community groups and organizations, CCH and government departments to enhance understanding and assist in the delivery of services that meet the unique needs of African Nova Scotians. This will be done by promoting creativity and innovation through the following initiatives.

1. **Implement Nova Scotia Decade for People of African Descent action plan.** Develop partnerships, lead and collaborate with government departments on the various deliverables of the action plan.
2. **Work to advance government's commitment to continue to address systemic racism and discrimination and acknowledge head-on that these remain problems.**
3. **Build capacity in government to deliver the *African Nova Scotian historical and contemporary realities* workshop, a newly developed course in the Public Service Commission Learning Calendar.** Develop, recruit and facilitate sessions to build capacity to meet the interest in the workshop.
4. **Continue to work with the African Heritage Month Information Network** to assist the Network with African Heritage Month (February) events and municipal proclamations.
5. **Advance work of the Land Titles Clarification Initiative for African Nova Scotians.** ANSA is working in partnership with CCH, Natural Resources, Justice, Service Nova Scotia and Municipal Affairs to address the land clarification issues that affect African Nova Scotian residents. In addition, government is partnering with Nova Scotia Legal Aid to handle legal work and seek input from the five communities (North Preston, East Preston, and Cherry Brook, Lincolnville and Sunnyville).
6. **Work with the African Nova Scotian community and government departments to review the relevant recommendations from the Commission on Effective Electoral Representation of Acadians and African Nova Scotians.**

   In 2018-19 evaluation tools specific to the work of ANSA will be developed. These tools, while supported by existing data in the Culture Satellite Account (CSA) and the Culture Index, will establish outcomes and measures specific to the work of ANSA.

Gaelic Affairs

Overview and Mandate

Gaelic Affairs works with government departments and communities to support reclamation of their Gaelic language, culture and identity, and to contribute to positive social and economic outcomes.

Key Initiatives and Priorities for 2018-19

Gaelic Affairs will continue to strengthen community partnerships, initiate and support learning, and enhance awareness and competency initiatives that build greater appreciation and understanding for Gaels' language, culture, identity and history. This will be carried out across four focus areas:

1. **Awareness**. Working with government and other partners, Gaelic Affairs will build on its awareness campaign titled *Gaels in Nova Scotia: Learning from Our Tradition*, including Gaelic Nova Scotia Month (May), Intro Gaels in Nova Scotia sessions for Public Service employees and mini-documentaries on Gaelic in NS. Gaelic Affairs will enhance cross-cultural awareness to identify common language, culture, identity and historical narratives among the Mi'kmaq, Acadians and Gaels and other Nova Scotia identity communities.

2. **Education.** Gaelic Affairs will coordinate and deliver community-focused programs: Bun is Bàrr (Root and Branch), Daltachas (Fosterage), Na Gaisgich Òga (The Young Heroes) and Gàidhlig aig Baile (Gaelic in the Community). In collaboration with the Department of Education and Early Childhood Development, Gaelic Affairs will continue to support the inclusion of Gaelic language, history and culture in teaching grades primary to 12.

3. **Building Capacity.** Gaelic Affairs will assist community groups and organizations in building capacity to further advance the effectiveness of Gaelic program and service delivery.

4. **Strengthening partnerships.** Gaelic Affairs will focus on strengthening partnerships and working collaboratively to achieve common goals. This includes work with community groups, cross cultural communities, international partners and government departments.

In 2018-19 evaluation tools specific to the work of Gaelic Affairs will be developed. These tools, while supported by existing data in the Culture Satellite Account (CSA) and the Culture Index, will establish outcomes and measures specific to the work of Gaelic Affairs.

Departmental Expenses Summary
($ thousands)

Programs and Services	2017-2018 Estimate	2017-2018 Forecast	2018-2019 Estimate
Office of the Minister and Deputy Minister	685	557	**802**
Culture and Heritage Development	20,961	35,476	**19,291**
Communities, Sport and Recreation	17,728	16,754	**22,102**
Archives, Museums and Libraries	35,429	35,839	**35,004**
Policy and Corporate Services	4,220	4,306	**4,352**
Office of Acadian Affairs and Francophonie	2,003	2,018	**1,987**
African Nova Scotian Affairs	773	977	**1,953**
Gaelic Affairs	414	464	**419**
Art Gallery of Nova Scotia	2,082	2,082	**2,136**
Total - Departmental Expenses	**84,295**	**98,473**	**88,046**
Ordinary Recoveries	**7,052**	**6,490**	**6,882**
Funded Staff (# of FTEs)			
Department Funded Staff	**246.3**	**227.3**	**248.7**

Note:
For Ordinary Revenues, see Estimates and Supplementary Detail Book, Chapter 2
For TCA Purchase Requirements, see Estimates and Supplementary Detail Book, Chapter 1